

5440-35 Marketing and Sales Services

The holder is authorized to teach marketing and sales services in grades 9-12.

In order to be judged as competent, the candidate must have the following qualifications:

1. Knowledge of the concepts, methods, techniques and practices associated with one of the following areas of specialization:
 - a. distribution and marketing;
 - b. hospitality.
2. A total of one year of practical work experience in distributive or hospitality occupations.
3. Ability to involve students of all abilities in the concepts, methods, techniques, practices and new technologies of distributive and hospitality occupations.
4. Ability to teach students how to purchase, safely operate, and maintain machinery or equipment, as appropriate for distributive or hospitality occupations.
5. Ability to involve students in simulations or actual work experiences in distributive or hospitality occupations.
6. Ability to introduce students to employment and career opportunities in either distributive or hospitality occupations.
7. Ability to maintain a high level of skill performance in distributive or hospitality occupations.
8. Ability to integrate new skills, technologies, concepts, and other developments into the curriculum.
9. Ability to assemble and use an advisory committee of community members to assist in curriculum development and program evaluation.
10. Ability to develop student skills in leadership, citizenship, and interpersonal relations, as well as to develop appropriate work attitudes and habits through activities which may include those offered by Distributive Education Clubs of America.

Marketing

1. Marketing principles related to merchandising, business operation, display, advertising, and selling; and basic economic principles and practices such as the use of resources, the functions of marketing, concepts such as profits, risks, supply and demand, competitions.
2. Key areas in human relations including interrelationships within and between groups, theories of motivation, and self-concept development, facility with communication skills including interpretation of spoken words, uses of vocabulary, voice, and gesture; listening skills and using the telephone; writing skills in the area of letter and report writing and filling out forms; and reading skills.
3. Key business management concepts, such as business planning financial and personnel considerations, store layout and customer service.

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4. Computer technologies and basic mathematical skills important to distribution and marketing education.

Hospitality

1. Knowledge of the concepts, methods, techniques and practices associated with the operations and management of hospitality occupations.
2. Knowledge of skills associated with hospitality service personnel including dining room manager, host or hostess, waiter or waitress, busperson, cashier, bartender, institutional or home housekeeper, and front desk's clerk.
3. Knowledge of standards of cleanliness, sanitation practices, dress practices, attitudes, and etiquette appropriate for effective communications with customers, co-workers, and supervisors in the hospitality services.
4. Knowledge of the most current computer technology associated with hospitality services.
5. Knowledge of first aid techniques, effective ways of eliminating safety hazards; and appropriate local, state and federal laws associated with hospitality occupations and services.